

# Choose to Speak Up Against Heart Disease

## Host a Wear Red Day and Help Save Lives

### Activities Guide

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## Activities Guide

### Wear Red Day

## Welcome to Wear Red Day

### Heart disease is the No. 1 killer of women in America.

Wear red on Friday, February 5, 2010 for **National Wear Red Day** (or any other day you choose) to SPEAK UP about this disease.

Tell everyone you know that the No. 1. killer of women is heart disease. Together, we can bring a voice to this silent killer and help save lives.

Too many women die each year because they don't know that heart disease is their No. 1 killer. We can teach women to make small, simple choices that will help them live longer, healthier lives.

Host **Wear Red Day** activities at your company, organization, school or association to speak out against heart disease and help reduce the number of women who die from heart disease each year. Your efforts will make a difference for women and their families in your organization and community.

### In the workplace: **Wear Red Day** benefits your company and employees

Wearing red is a simple, powerful way to raise awareness that heart disease is the No. 1 killer of women. **Wear Red Day** gives participants a way to show concern for co-workers, family members and friends, and to empower them to take action against heart disease.

Surveys show that over 90 percent of employees feel proud of companies that support an important cause. Hosting heart disease awareness activities will send a clear message to employees and the community that you care about your employees' health and safety.

But most of all, **Wear Red Day** is fun!



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### Wear Red Day is easy to organize!

You'll find the tips and tools you need for a successful event in this guide and in your registration confirmation e-mail. You can change up the steps to work in your company or organization. And be sure and visit [GoRedForWomen.org](http://GoRedForWomen.org) for more information about the movement.

### STEP 1: Get the green light

Use the information in this guide and the facts at [GoRedForWomen.org](http://GoRedForWomen.org) to share with your leaders why **Wear Red Day** is a fun, meaningful way for employees to get involved.

If you want to have a **Wear Red Day** at your place of work, your first step is to broach the subject with Human Resources department, Employee Communications or a similar function. Be sure to clarify why you believe **Wear Red Day** is valuable to your workplace environment, to your co-workers and to the organization. Plan a short presentation that gives many options for cost and time away from work. Use the sample letter below in your initial letter or email:

**[letter to HR/management/executive]**

Dear [Insert Name Here],

This year I'd like to propose that (company name) host an employee health event that can save lives! Did you know that heart disease is the #1 killer of women in America? On National Wear Red Day, Friday, February 5, men and women nationwide will be wearing red and speaking up about this largely preventable disease.

Thousands of companies, organizations, schools and associations in every state are teaming up with the American Heart Association's **Go Red For Women®** movement to lend a voice to this important cause. As part of this movement, the American Heart Association offers a host of free tools and materials created to help promote the message about this deadly disease, and what we can do as an organization and as individuals to speak up and help save lives.

It's easy – and absolutely free – for our company to get involved. All information about the tools and programs above are available at [GoRedForWomen.org/WearRedDay](http://GoRedForWomen.org/WearRedDay).

Thank you in advance for addressing this serious issue in the workplace. Ultimately, your attention will help us move toward a world without heart disease!

Sincerely,  
[your name]

By getting leadership buy-in, recruiting the right people to help, and using the free information and tools in this **Wear Red Day** Toolkit to spread the word, you'll have a successful event. And you'll be able to look back and know that by taking action against women's No. 1 killer, you've made life better for your colleagues, your family, friends and neighbors in your community, and across America.



GAIL, FALLS CHURCH, VA, 53

ANDREA, WASHINGTON, DC, 40

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#### STEP 2: Make a checklist—it's easy!

Follow this checklist to organize your **Wear Red Day** activities. Downloadable resources are also available at [GoRedForWomen.org/WearRedDay](http://GoRedForWomen.org/WearRedDay).

**Consult the calendar.** If National **Wear Red Day** (Friday, Feb. 5, 2010) conflicts with another event on your calendar, choose a different date.

**Get the people in charge involved.** Ask the CEO, principal or other key person in charge to lead by example by wearing red on the designated day.

**Gather a team.** Ask others (e.g., wellness committee, employee communications team and people who may have been touched by heart disease) to help plan the day and spread the word.

**Save the date.** Reserve the date for **Wear Red Day**. Send calendar notices about activities and reminders to **Wear Red**. You can also hand out save-the-date e-mails using email sample text from this guide.

**Use the provided tools.** Promote your **Wear Red Day** using posters, contests and activities. The **Wear Red Day** Toolkit in your confirmation e-mail is full of support materials to help make your event a success. You'll find:

- **Risk factor fact sheets** and other educational materials, which you can print and hand out or e-mail to participants.
- **Tribute cards** to honor co-workers, family members and friends who have battled heart disease. Print and pass out, then create a display board in the lobby, break room(s) or another meeting place.

- **Educational and Passionate PowerPoint presentations** to help you share the story of women and heart disease. Use these at a **Wear Red Day** rally or brown bag luncheon.
- **E-mail sample text that you can customize** with event specifics.
- **Information about Wear Red Day** for your company, organization or school newsletter.
- **Wear Red Day posters** to spread the word about **Wear Red Day** and hang in your break rooms, lunch rooms and other common areas.
- **Downloadable newsletters** that you can use as desk drops. Include a bottle of water or an apple for a healthy snack.
- **Purchase the well-recognized red dress lapel pins, pre-printed posters and other support materials at ShopGoRed.com.** Items include:
  - **Go Red For Women®** "Choose to Live" t-shirts
  - Red leather-bound red dress journals
  - "Choose to Live" notecards
  - Red Dress stickers
  - **Go Red For Women®** Cookbook
  - ...and many other gifts and accessories.
  - For a \$5 donation, you can order our 2010 Limited Edition **Go Red For Women®** pin.

Proceeds from all purchases go to support the cause.

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**Use e-mail to get the word out.** Send e-mail invitations (from leadership, if possible) to attend **Wear Red Day** festivities. Use the sample copy provided in this toolkit for calendar requests, e-mails (including survivor stories) and desk drops.

**Speak up online!** Social media is a great way to Go Red! If you're active on Facebook, you can:

- Make sure you're a fan of the Official **Go Red For Women**® page at [www.facebook.com/GoRed](http://www.facebook.com/GoRed). You can get information about **Wear Red Day** events near you and connect with other members of **Go Red For Women**.
- Look for local and national event invitations from the **Go Red For Women** team.
- If you're holding your own **Wear Red Day** event, it's easy to set up an event and invite your friends on Facebook. Go to your profile page and click the Events tab. On the top, click "Create Event" and Facebook will help you do the rest.

If you have photos of your **Wear Red Day** event be sure to upload them to the Official **Go Red For Women** page on Facebook. And check out the official **Go Red For Women** flickr page to see photos from Go Red events across the country!

**Maintain a group blog.** Keep the momentum going! Invite participants to share their experience with heart disease and making healthy choices.

Urge participants to visit the online community at [GoRedForWomen.org](http://GoRedForWomen.org) to read stories from real women who are choosing to speak up about their experience with heart health and living with heart disease. Invite participants to tell their story at [GoRedForWomen.org/ShareYourStory](http://GoRedForWomen.org/ShareYourStory).



JENNA, FT. RILEY, KS , 25

ROLANDA, SMYRNA, TN, 42

KEVIN, SUN PRAIRIE, WI, 33

YUKI, NEW YORK, NY, 25

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### STEP 3: Develop a plan

You know that **Wear Red Day** will help participants learn their risks of heart disease and motivate them to make heart-healthy choices. But you need a plan! Here are a few tips:

**Hand out packets of heart-health information** using the free downloadable documents provided in this toolkit, or visit [GoRedForWomen.org/WearRedDay](http://GoRedForWomen.org/WearRedDay).

**Hold a **Wear Red Day** rally** in your auditorium, lunchroom, courtyard or other meeting location. Provide fact sheets about heart disease in women (available in this toolkit). Use a Brown Bag PowerPoint presentation from this kit to talk about heart health for women (and men!).

**Ask leadership** to address participants during the **Wear Red Day** rally. You can use the materials in this kit to create talking points.

**Make **Wear Red Day** passionate and personal!** Share stories of colleagues, friends, classmates or family members affected by heart disease or stroke. Invite a heart disease survivor, a lifestyle change expert, wellness guru or fitness trainer, nutritionist or physical therapist to speak at your event.

**Serve heart-healthy snacks.** Red apples, red berries, raisins, granola bars, bananas and unsalted butter-free popcorn are great examples. If your location has a cafeteria, arrange for a heart-healthy menu on **Wear Red Day** (and every day).

**Screen attendees** for health risks such as high blood pressure and cholesterol. Ask staff of a local health facility to do this for you.

**Encourage participants** to take 10 minutes to send 10 e-mails to friends and family about the surprising facts about women and heart disease. Fact sheets, newsletters and e-mail templates are available in this kit to attach to emails.

**Encourage participants** to make a pledge to **Go Red**. This is the day that they can start taking control of their lives.

- Kick off a smoking cessation program, heart-healthy cooking class or lunchtime exercise club.
- Host a screening event with free blood pressure and cholesterol testing.
- Encourage participants to sign up for **Go Red BetterU**, our free 12-week online program to help women set goals and develop lifelong healthy habits!

**Offer contests and other interactive activities** leading up to the day. Examples include:

- Red clothing contest
- Healthy recipe contest
- Walking contest using pedometers
- Decorating offices, cubicles, meeting areas and even cars red; and
- Essay contest on making healthy choices.



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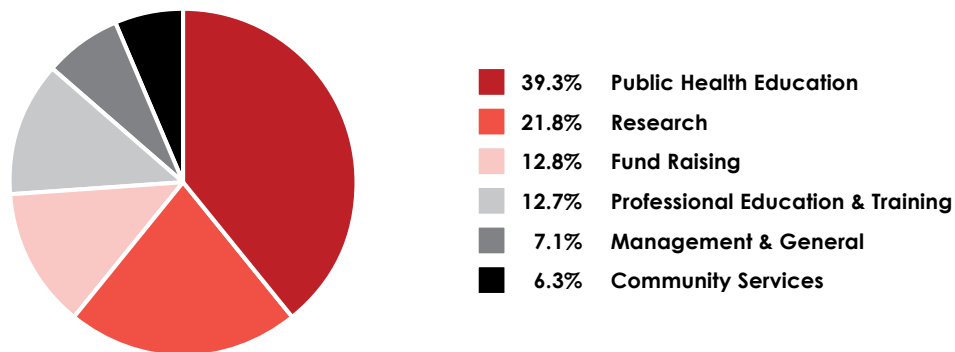
#### STEP 4: Help raise funds

**Wear Red Day** is a great opportunity to raise funds to support vital research that saves lives. Every donor and every dollar counts!

#### Go Red For Women® makes every penny count

It does a heart good to know that your **Wear Red Day** proceeds go to a worthy purpose. The following breakdown shows the American Heart Association's 2007–08 expenditures:

#### American Heart Association 2007-08 Expenditures



Here's how the American Heart Association and **Go Red For Women** put your donations to work for you.

##### Research

We fund lifesaving research on women and heart disease, help develop guidelines and healthcare toolkits for physicians, and host conferences where new treatment options for women are shared.

##### Educational materials and community programs

We help women who need answers to their heart-health questions; provide brochures, tips, checklists and heart-healthy recipes to

help women reduce their risk for heart disease; and speakers and heart disease screenings for women at community events.

##### Raising awareness

We draw attention to new issues related to women and heart disease and help legislators, policymakers and public officials understand the impact of heart disease on women.

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**One in every 3 female deaths in the United States is due to cardiovascular disease.** Fortunately, this statistic can change, and you're helping to change it by participating in **Wear Red Day**.

**Wear Red Day** is an important part of the **Go Red For Women®** goal to build awareness and urge women to take concrete actions to reduce their risk of heart disease. It's also a very important way to raise necessary funds for research and education.

Every year since 2004, with the help of companies, employees and individuals like you, **Go Red For Women** raises millions of dollars to fund vital research that could lead to new advances in prevention and treatment, as well as education programs to teach potentially lifesaving information.

**But our work is not done.** By joining with hundreds of other companies and organizations taking part in **Wear Red Day**, you can help us continue our efforts. Because every donor and every dollar is vitally important, we urge you to do all you can to maximize your organization's **Wear Red Day** participation and contributions. Add your own ideas to the suggestions in this tool kit to make **Wear Red Day** rewarding for your organization and your co-workers. From our hearts to yours – **Thank You.**

**Let Your Dollars do the Talking.** **Go Red For Women** has created an online **Wear Red Day** Fundraising Tool that makes it easy and fun to raise money. You can:

- Personalize your Web page with pictures and logos.
- Send e-mail updates to your colleagues and friends.
- Run reports on your progress on recruitment and fundraising.
- Provide donors with a tax receipt.
- Use the **Wear Red Day** fundraising poster found in this toolkit.

To get started visit  
[GoRedForWomen.org/FundTool](http://GoRedForWomen.org/FundTool).

**Please Note:** The **Wear Red Day** Fundraising Tool accepts donations of \$25 or higher. Please collect and submit gifts of lesser amounts in cash or via personal check. Consult the Donations Delivery Instructions document on page 10 for more information.

After your event, you'll know that by taking action against women's No. 1 killer, you've made life better for your colleagues, family, friends and neighbors—in your community and across America.



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#### STEP 5: Make it last!

After your event, be sure and celebrate your successes! E-mail stories from participants about what they learned and any health-related choices they've made. Include number of participants (and how many wore red), any initiatives started to support healthy lifestyles and, if your group raised funds, how much money was raised for **Go Red For Women®**.

There are a number of free, easy ways participants can get active and stay involved.

##### **Become a BetterU**

**Go Red BetterU** is the American Heart Association's free 12-week online program that can help save your life. Powered by the science of the American Heart Association, the program guides you to make over your health through small, simple choices. **Go Red BetterU** focuses on skills and information that help today's busy women lead their own lives, only better. Choose to be a BetterU at [GoRedForWomen.org/BetterU](http://GoRedForWomen.org/BetterU).

##### **Take the Go Red Heart CheckUp**

Visit [GoRedForWomen.org/HCU](http://GoRedForWomen.org/HCU) to take the Go Red Heart CheckUp and learn your personal risk of heart disease. It's the first powerful, lifesaving step to leading a heart-healthy life. This quick and easy online tool assesses individual risk factors and offers customized advice for maximizing heart health.

##### **Get Your Free Red Dress Pin**

Signing up for **Go Red For Women** is good for your health! Women who **Go Red** take action to fight heart disease with regular doctors' visits by following a healthy diet and by maintaining an exercise routine. Register to get a free red dress pin as well as monthly newsletters filled with helpful tips, information and stories.

##### **Read women's stories. Tell yours.**

Sharing your personal health choices, successes and struggles can help other women live longer, stronger, healthier lives. Every time your story is heard, you've helped a heart. Share your story with the **Go Red For Women** community today at [GoRedForWomen.org/Community](http://GoRedForWomen.org/Community).

##### **You're the Cure!**

Heart disease, stroke and other cardiovascular diseases are the Nation's No.1 killer of American women — but together we can do something about it. *You're the Cure* is the American Heart Association's nationwide network of people dedicated to advocating for public policies that advance the fight against heart disease and stroke on the local, state and federal levels.

Fact sheets & a registration form are available in this kit or at [YoureTheCure.org](http://YoureTheCure.org)

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### 2009 Wear Red Day Success Stories

In 2009 more than 14,000 companies, organizations and groups participated in **Wear Red Day** activities across the country. Use their successful ideas to help your organization **Go Red** in 2010. Here are just a few stories we've heard:

- We held a women's event for heart-health in our auditorium.
- We sold Valentines and donated the money to **Go Red For Women®**.
- I convinced a local bakery to make heart-shaped bagels and we served them to employees at a heart-healthy breakfast discussion.
- We had a Red Week and sold casual days for \$5 for five days, and donated the proceeds to **Go Red For Women**.
- We set up a display table at the company entrance and gave employees blood pressure checks.
- We held a Go Red Breakfast with red decorations and fruits and handed out fact sheets we downloaded from the Web site.
- We held a raffle and donated the proceeds to **Go Red For Women**.
- We had a Heart Day with displays and representatives from "heart-healthy" businesses. We sold Love Your Heart t-shirts for employees to wear every Friday in February and donated the proceeds to **Go Red For Women**.
- We included facts and survivor stories in our daily employee newsletter and had a table with information in our food court.
- We held a raffle and gave away American Heart Association cookbooks. We donated the money we raised to **Go Red For Women**.
- We sold "dress-down days." For \$50, employees could wear jeans every Monday for the rest of the year. The money we raised was donated to **Go Red For Women**.
- We gave out red carnations to employees when they arrived at work on our **Wear Red Day**. It got everyone in the mood and I think it helped us raise more money!



MARIA, ROSELLE PARK, NJ, 32

YUKI, NEW YORK, NY, 25

# Donations Delivery Instructions



Thank you for your efforts to help raise funds for the American Heart Association's **Go Red For Women®** movement. Our mission is to build healthier lives free of cardiovascular diseases and stroke. Your gift will help fight our nation's No. 1 and No. 3 killers, heart disease and stroke, by funding research, educational programs and advocacy efforts in your community. You are a big part of our success in achieving our goals.

Please print and complete this form. Then mail it with your check and/or the checks you have collected from donors to your local affiliate office as shown below. All checks should be made out to the American Heart Association.

I have enclosed a gift of \$\_\_\_\_\_.

Your donation is tax-deductible to the extent the law allows and is credited to your local American Heart Association office.

Name\_\_\_\_\_

Address\_\_\_\_\_Apt. No.\_\_\_\_\_

City\_\_\_\_\_State\_\_\_\_\_ZIP Code\_\_\_\_\_

Telephone\_\_\_\_\_E-mail Address\_\_\_\_\_

Please credit this donation to the Wear Red Day organized by:

FIRST NAME

LAST NAME

COMPANY/ORG NAME

Please mail your donations check(s) to your local affiliate:

## Founders Affiliate

Connecticut, New Jersey, New York,  
Maine, Massachusetts, New Hampshire,  
Rhode Island, Vermont

American Heart Association  
1 Union Street, #301  
Robbinsville, NJ 08691-4183  
Phone: (609) 208-0020

## Mid-Atlantic Affiliate

Maryland, North Carolina, South Carolina,  
Virginia, Washington D.C.

American Heart Association  
4217 Park Place Ct.  
Glen Allen, VA 23060  
Phone: (800) 242-8721

## Greater Southeast Affiliate

Alabama, Georgia, Florida, Louisiana,  
Mississippi, Tennessee, Puerto Rico

American Heart Association  
1101 Northchase Parkway Suite 1  
Marietta, GA 30067  
Phone: (678) 385-2000

## Great Rivers Affiliate

Delaware, Kentucky, Ohio, Pennsylvania,  
West Virginia

American Heart Association  
5455 North High Street  
Columbus, OH 43214  
Phone: (614) 848-6676

## Midwest Affiliate

Illinois, Indiana, Michigan, Minnesota,  
North Dakota, South Dakota, Wisconsin,  
Iowa, Kansas, Missouri, Nebraska

American Heart Association  
3816 Paysphere Circle  
Chicago, IL 60674  
Phone: (312) 346-4675

## South Central Affiliate

Texas, Oklahoma, Arkansas, New Mexico

American Heart Association  
P.O. Box 15186  
Austin, TX 78761  
Phone: (512) 433-7220

## Pacific Mountain Affiliate

Alaska, Arizona, Colorado, Hawaii, Idaho,  
Montana, Oregon, Washington, Wyoming

American Heart Association  
710 2nd Avenue, Suite 900  
Seattle, WA 98104  
Phone: (206) 632-6881

## Western States Affiliate

California, Nevada, Utah

American Heart Association  
1710 Gilbreth Road  
Burlingame, CA 94010-1795  
Phone: (650) 259-6700

Thank you for donating to the American  
Heart Association and  
Go Red For Women®.

If you have any questions, please visit  
**GoRedForWomen.org/ContactUs** or call  
**1-800-AHA-USA1 (1-800-242-8721).**

This seal signifies that the American Heart Association meets the  
BBB Wise Giving Alliance's Standards for Charity Accountability.

